

Heather Zayne

HZAYNE@GMAIL.COM
WWW.HZAYNE.COM

// EDUCATION

2005 B.F.A. with High Honors from College for Creative Studies, Detroit MI.

// EXPERIENCE

Associate Director Experience Design // VMLY&R *from current*

Manage content for 25-30 vehicle model year changeovers for Ford.com and other Ford sites. Managing and mentoring a team of 5-10 art directors, copywriters, production artists and freelancers within their project. Develop content strategy for vehicles based on competition, relevance, popularity and site analytics. Conceptualize, storyboard, design and manage video, CGI renders, review copy and web content for Ford.com. Art Direct photo shoots, CGI renders and video shoots. Implementing SEO standards through out copy on Ford.com. Website planning, pre-production and creation of user interfaces. Adhere to strict time lines and budgets. Participate in social media campaigns across all platforms.

Senior Digital Art Director // VMLY&R *from 2021 - 2022*

Developing interactive mockups and prototypes for Ford Motor Company's website such as Mustang, F-150 Lightning, Escape's vehicle pages by working closely with Copywriters and Creative Directors. Develop photography planning & retouching strategies, composition storyboarding, while art directing new vehicle photography and working with large production teams out on location including post-production to live completion. Mentor other art directors and designers, develop outside the box UX/UI concepts for future Ford.com, as well as create video cuts for vehicle billboards.

Senior Interactive Art Director // GTB *from 2020 - 2021*

Developing interactive mockups and prototypes for Ford Motor Company's website such as Mustang landing pages as well as several other high profile vehicle home & features pages. Develop photography planning and retouching strategies.

Freelance Creative Director // Fuse Technology Group *from 2009 - 2020*

Direct all commercials with videographer, currently redesigning of custom website. Created personas, user experience journeys, benchmarked, wireframed and prototyped (build in progress). Manage all web assets and print collateral. Devise and implement creative strategies to build brand awareness through digital channels including website, app, eCommerce platforms, and customer relationship management streams.

Art Director of Marketing // Fathead *from 2016 - 2020*

Directed all art used for marketing such as website assets, branding collateral, new product & license promotions and email campaigns. Created graphics for weekly website billboards, developed new UX/UI for custom CMS, social media, and google ads. Art directed photoshoots for staged room photography for digital product placement. Coded HTML and CSS of website's hero and merchpod blocks in custom CMS as well as animating HTML5 ads. Produced creative brief campaign projects and lead large team of several designers, developers, photographers and email artists. Was also responsible for all art direction, website design, branding and product development team lead for Fathead's side company Guild & Grace. For G&G created all wireframes, UX elements, filters, animation and interactions for Shopify site via prototyping.

Senior Designer // Media Genesis *from 2012 - 2016*

Was in charge of all print & collateral design projects. Created hundreds of web designs for nonprofits, hospitals, small business & other large corporations based in custom responsive CMS or Wordpress solutions. Also worked with project managers to direct what can be achieved for their clients then led the creative team of designers, artists, and developers to execute the details of UX/UI of eLearning software and large scale projects. Also handled branding with corresponding collateral and logo development as well as corporate photography. Trained dozens of interns how to design using Adobe Creative suite and interactive web tools such as Webflow, Figma and Sketch.

Head of Art Department // PGN Agency *from 2009 - 2012*

Director of all web design & development projects. Campaign development and designed layouts for edgier clients like Harley-Davidson, food industry and medical. Print work and prepress projects such as billboards, catalogs, specialty mailers, magazine ads, menus, doorhangers, flyers & etc. Executed photography and creative direction for food, product and portrait work. Orchestrated creative client kickoff meetings, oversaw design team on all projects as well as trained employees on SEO, web design, UX/UI and social networking.

// REFERENCES

Ryan Peralta: Senior Developer
586.709.7413

Pete Sanders: Business Owner
586.214.7383

John Torres: Director of Operations
734.262.0920

Josh McCallister: Video Designer
586.354.3902

// SKILLS

Ps Photoshop 

Id InDesign 

Ai Illustrator 

Dw Dreamweaver 


Sk Sketch/Figma 

HT HTML & CSS 

// PERSONALITY

C Creativity 

L Leadership 

O Organization 

T Team Work 

E Efficiency 

W Weirdness 